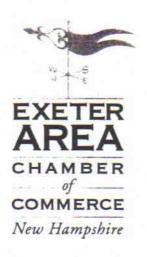
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## EXETER DOWNTOWN PARKING STUDY

**APRIL 2002** 

### Exeter Downtown Parking Study

April 2002

Presented by: EACC Parking Task Force

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### SUMMARY

The Exeter Area Chamber of Commerce sponsored a study of parking in the downtown area with the assistance of the Rockingham Planning Commission and Town employees. This study included an examination of the patterns of use for both on and off-street parking as shown in the area encompassed by the attached map which details the various parking "sections" (segments of street parking) and surface lots included in the analysis. The on-street parking in the downtown area is primarily restricted to a two hour time limit, while the off-street parking is only limited for purposes of snow removal. Data was collected for the on-street parking during 5 days each in July/August and October, 2001. Off-street parking data was collected only during the October survey. On-street spaces were surveyed at 10:00 AM, 12:00 Noon, 2:00, & 4:00 PM for five days (Monday through Friday) by noting the license plate number and state of vehicles occupying on-street parking. Off-street spaces were surveyed at 8:00 AM in addition to the times listed above. Additional detail regarding the data collection and the data itself can be found in Appendix A.

The collected information was tabulated, statistical and comparative analyses were performed, and the data was summarized by location, time of day, and day of week. The availability of license plate information for the on-street parking allowed that analysis to have additional detail over that done for the off-street parking. There were several important outcomes from the data collection that help to establish what the current issues with parking in downtown Exeter involve. The figures and tables attached to the end of this document illustrate these points as well.

### On-street parking

- Between 10:00 AM and 4:00 PM, the probability that any single on-street parking space in downtown Exeter is occupied is 59.8% [TABLE 1]
- During that same time range, the parking on Water street is the heaviest utilized of the on-street spaces. The probability that a space is occupied (Sections 2-8) is just over 74%. [TABLE 2]
- Section 4 (see map) on Water Street has the heaviest use of all on-street parking. That segment averages 85.4% utilization. [TABLE 1]
- Peak use of on-street parking occurs at 12:00 Noon, with an average of 68% of spaces occupied by a vehicle. [TABLE 1]
- Thursday is the peak day of the week for on-street parking with an average of 62.2% of spaces occupied.
- The violation rate for on-street parking, is in the range of 1.7 to 5.7% of all use. [TABLE 3]

### Off-street parking

- Between 8:00 AM and 4:00 PM, the probability that any single space in the downtown parking lots is occupied is 86%. [TABLE 4]
- The average utilization of all off-street parking lots at 12:00 noon was 102.8%. This is slightly greater than the actual capacity of the lots, which indicates that people are consistently parking illegally in the lots. [TABLE 4]
- Tuesday was the peak use day for off-street parking with an average of 91.8% of spaces occupied. [TABLE 4]

### CONCLUSIONS

There are several conclusions that can be drawn from the information obtained in this study:

 Overall, there is sufficient on-street parking capacity (59.8% average utilization). However, some areas are more fully utilized than others.

o Heavily utilized areas are primarily those on Water Street from Center Street to Bow Street [Sections 2 - 8]. These are generally those areas closer to the heavy concentration of businesses on Water Street.

o Under utilized areas of on-street parking include Center Street (Section 12). Water Street between Center Street to Swasey Parkway (Section 14), and much of Front Street between Water Street and Court Street (Section 10).

Violations of the 2 hour parking limit fall within the range of 1.7 to 5.7% of users. The percentage of users that are actively violating the law is more likely to be nearer the lower number, but inconsistencies in the data collection make this difficult to judge with existing data. This would suggest that downtown employees using street parking is not a significant problem.

The off-street parking is being utilized at or beyond its effective capacity for most of the time between 8.00 AM and 4:00 PM. The fact that the average use at noon is greater than 100% points to a serious deficiency at that time of day and additional long term

(greater than2 hour) parking is needed.

### RECOMMENDATIONS

The following recommendations were developed by the Downtown Parking Committee members and were felt to be the most pertinent for consideration by the town. A complete list of potential recommendations is included in Appendix A.

- Due to the high average occupancy of the parking lots, the amount of off-street parking available should be increased. This could be accomplished through:
  - o Purchase of land for purposes of creating public parking
  - Lease of land for purposes of creating public parking
  - o Create a commuter lot to reduce the use of the large municipal lot as a carpool meeting point.
  - o Construct a parking structure at the large municipal parking site or some other downtown location.
- Examine more closely the benefits and impacts of converting the under utilized onstreet parking on Center Street (Section 12) to all day parking. A second area to consider would be the String Bridge/Chestnut Street parking (Section16).

· Consider alternative ways to finance the costs of obtaining additional parking in

Downtown Exeter.

### AREAS FOR FURTHER STUDY

- Focused study on the section of Water Street between Center Street and Bow Street to determine more precisely what the usage is, how often the spaces turn over, and what the violation rate is.
- Focused study on the off-street parking utilization to determine the length of stay for people using the off-street parking lots, and to determine who is using the lots (i.e. people visiting downtown or people working downtown or carpooling. For carpools using the lot determine if there is another convenient location for them to use.
- Study of Saturday use patterns to determine if they are different (and how different) than weekday use.

### APPENDIX A: DATA COLLECTION & ANALYSIS

This section will detail the information collected during the course of the study regarding parking activity in downtown Exeter. There were two periods of data collection, the first of which occurred during 5 days in July and August (July 29 through August 3<sup>rd</sup>, 2001) and the second which occurred during October (22<sup>nd</sup> through 26<sup>th</sup>). During each of these two periods the downtown area parking was surveyed at 10:00 AM, 12:00 PM, 2:00 PM, and 4:00 PM to determine whether each individual space was occupied. Each space was marked as either unoccupied or occupied by writing in the license plate number of the vehicle. Attempts were made to have a sixth day of data collection (Saturday) and to gather data at 6:00 PM on all study days. However, due to the volunteer nature of those performing the data collection effective counts for 6:00 PM and for Saturdays were unable to be completed.

### JULY DATA

The July survey effort included those parking sections identified as numbers 1 through 14 on the area map. The July database was edited to "flush out" the data and to focus on those times and locations where it was felt the problems with parking were occurring. This primarily involved interpolating data for times or sections where information was unavailable. The final July data base included the following:

5 Days of data (Mon-Fri).

4 data collection times per day (10:00 AM, Noon, 2:00, and 4:00 PM).

14 Sections ranging in size from a minimum of 7 to maximum of 19 spaces.

 198 parking spaces – 3 Spaces in Section 12 were dropped due to inconsistent data collection between the July and October surveys. July collection was done for 15 spaces, October for 12 spaces. To better enable comparisons between the two surveys the 3 additional spaces from July were not considered.

Utilized the data for each space surveyed for 20 times (4 times per day for 5 days) for a

total of 3960 possible data points.

- 0 points with no data available Initially, approximately 20% of the possible data points were missing information. This was due to the volunteer not being able to collect data a specific time for some reason. This was rectified by filling in the spaces without information with data from the same space at the same time on a different day. For example, if data was missing for Section 10 at 10:00 AM on Tuesday, the data for Section 10 at 10:00 AM on another day (Monday, or Wed-Fri) was substituted. The variance in the data between days at the same time was pretty minimal (generally within +/- 5%)
- 1606 empty spaces (40.6%)

2365 occupied spaces (59.4%)

 No data was collected for sections 1 & 14. Data from October was used in its place when looking at overall patterns.

### **OCTOBER DATA**

For the October data collection, three new sections of on-street parking were included in the survey, as well as the three municipally owned parking lots in the downtown area (see area map). Two of the new parking sections, 15 (which extends coverage on Water Street over to Spring Street) and 16 (which adds coverage of the String Bridge parking and on Chestnut Street), have two hour limited parking. Section 17 (which covers Pleasant Street), and the three parking lots have parking that is limited only for snow removal purposes. This data was also edited to focus on those times and locations where it was felt the problems with parking

were occurring. This primarily involved interpolating data for times or sections where information was unavailable. The final July data base included the following:

5 Days of data (Mon-Fri).

4 data collection times per day (10:00 AM, Noon, 2:00, and 4:00 PM).

 17 on-street parking sections ranging in size from a minimum of 7 to maximum of 19 spaces.

249 parking spaces

Utilized the data for each space surveyed for 20 times (4 times per day for 5 days) for a

total of 3960 possible data points.

- 0 points with no data available Initially, approximately 20% of the possible data points were missing information. This was due to the volunteer not being able to collect data at a specific time for some reason. This was rectified by filling in the spaces without information with data from the same space at the same time on a different day. For example, if data was missing for Section 10 at 10:00 AM on Tuesday, the data for Section 10 at 10:00 AM on another day (Monday, or Wed-Fri) was substituted. The variance in the data between days at the same time was pretty minimal (generally within ±/-5%)
- 1992 empty spaces (40.0%)
- 2988 occupied spaces (60.0%)
- Section 8: Construction was blocking several spaces in the section for the length of the survey. Copied in data from July survey to fill in the blanks.
- Section 13: No data was collected for this section, used data from July survey

### COMBINED DATA SETS

The July and October data sets were combined to look at the data in aggregate for those areas where data collection had occurred during each survey period. The resulting statistics are summarized below and many are graphically illustrated in the included tables and charts.

Average	Utilization Rate across all space	ces: 59.8%

Highest Average Utilization Rate: 85.4% (Section 4)
Lowest Average Utilization Rate: 25.3% (Section 16)

Peak Daily Utilization: 68.0% (12:00 Noon)
Peak Weekly Utilization: 62.2% (Thursday)

Peak Daily Use by Section: 94.2% (Section 4 – 12:00 Noon)
Peak Weekly Use by Section: 92.7% (Section 4 – Wednesday)

Highest Average Use by Street: 66.1% (Water Street)
Lowest Average Use by Street: 25.3% (Bridge/Chestnut Street)

Peak Daily Use on Water Street: 75.5% (12:00 Noon)
Peak Weekly Use on Water Street: 71.0% (Thursday)

### TIME LIMIT VIOLATIONS

One of the concerns expressed regarding on-street parking downtown has been a perception that there are a number of people who actively work to get around the 2 hour time limit by moving their vehicle to different spaces. Due to data collection inconsistencies the results of the survey are somewhat vague about the exact percentage of users who are using this strategy, but general conclusions can be reached. For this analysis two numbers have been developed to provide a range of violator divided into:

- "All Multiple Stays", which are all vehicles that showed up in consecutive time periods
  in the same parking space, section, or adjacent section. During the data collection,
  parking spaces were often surveyed at time intervals of less than 2 hours, which would
  make some vehicles show up in consecutive time periods without actually violating the 2
  hour limit.
- "Clear Violators" which are generally those vehicles where they were in different spaces
  each time for at least two time periods, or in the same space for more than two periods.

The results show that overall somewhere between about 1.7% and 5.7% of those people who are utilizing on-street parking downtown are violating the two hour time limit. Some of this is unintentional, but at least 1.7% of users are actively working around that time limit. Certain areas within the downtown experienced higher violation rates than others and the July and October data showed different patterns of violations. In July Section 12 on Center Street had a violation rate of at least 8.2%, but in October, this had dropped to 1.9%. However overall utilization of that area dropped as well (49 to 30%), and that may account for some of the change in violation rates. Sections 2,3 & 4 on Water Street also showed among the highest violation rates in the study. This likely reflects the fact that these sections are also among the most heavily used parking areas in the downtown.

### PARKING LOTS

The October data collection effort included a survey of the use patterns of the three municipal parking lots in downtown Exeter. The three lots; The Boat Launch off of Water Street near Swasey Parkway, The Center Street lot on Center Street, and The Municipal Lot off of Water Street between Front and Bow Streets comprise a total of 187 parking spaces with no daytime parking time limits. The analysis shows that these lots are being used at or above capacity at most times of the day. Generally, anything greater than 90% usage is considered to be "effective capacity", meaning that it is difficult to find a parking space with that many being utilized. For Exeter, this would hold true for the on-street parking and for the large Municipal lot. However, the two small lots at the Boat Launch and on Center Street are small enough that a quick scan of the lot would determine whether there were any spaces available or not and so effective capacity would likely be equal to actual capacity. The summary statistics for the parking lots are listed below, and are shown graphically in the included tables and charts.

Average Utilization Rate across all lots: 86.0%
Highest Average Utilization Rate: 87.9% (Boat Launch lot)
Lowest Average Utilization Rate: 85.9% (Center Street lot)

Peak Daily Utilization: 102.8% (12:00 Noon)
Peak Weekly Utilization: 91.8% (Tuesday)

Peak Daily Use by lot: 104.2% (Center St – 10:00 AM)
Peak Weekly Use by lot: 93.6% (Boat Launch – Tuesday)

During much of the middle part of the day, the lots are at or near capacity to the point where Illegal parking is occurring and people are parking in areas that are not spaces.

### CONCLUSIONS

- Overall, there is sufficient on-street parking capacity (59.8% average utilization).
- Some areas of on-street parking are more fully utilized than others.

- Heavily utilized areas are primarily those on Water Street from Center Street to Bow Street (Those closer to the center of town).
- Under utilized areas of on-street parking include Center Street, Water Street from Center Street to Swasey Parkway, and much of Front Street between Water Street and Court Street.
- Violations of the 2 hour parking limit range between 1.7 to 5.7% of users. The
  percentage of users that are actively violating the law is more likely to be nearer the
  lower number, but inconsistencies in the data collection make this difficult to judge
  without additional data.

### POTENTIAL RECOMMENDATIONS

There are a number of recommendations that were discussed as part of the work on this project. Many of these are preliminary in nature and would require further study prior to implementation. This listing has been refined by the Parking Committee into a short set of recommendations that are listed in the main document.

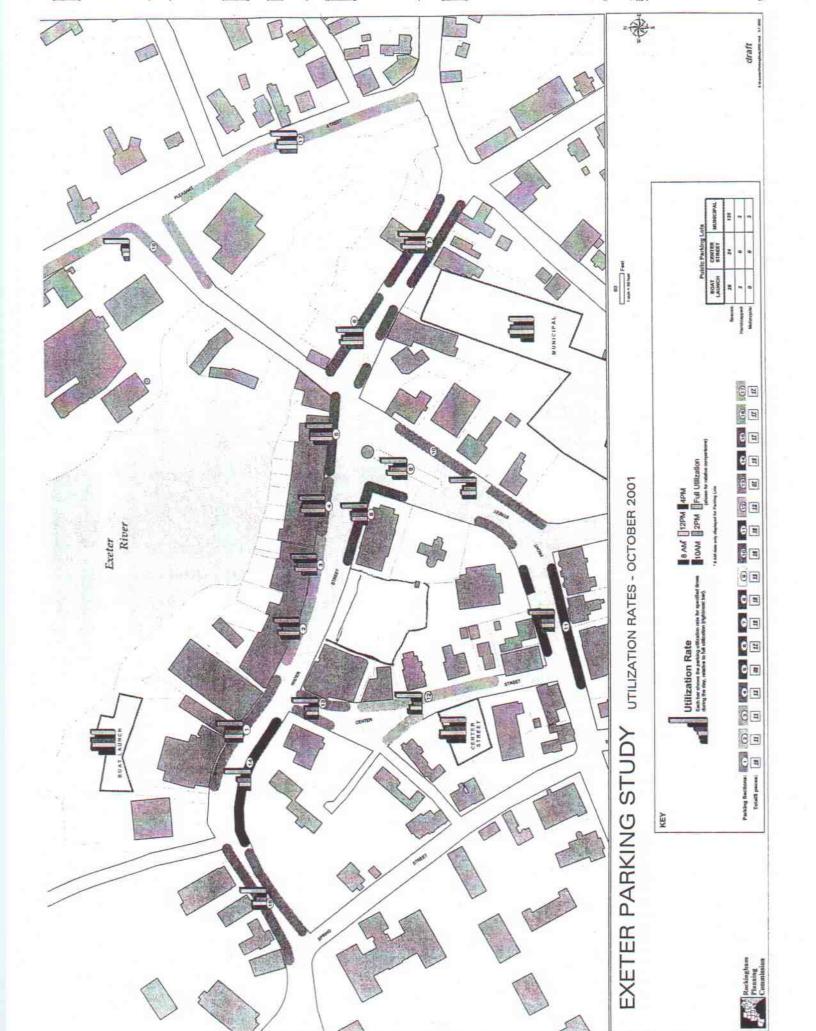
- Increase the time limit for the under utilized on-street parking on Center Street.
   Other areas to consider would be the Bridge/Chestnut Street parking, and Water Street on the west side between Swasey Parkway and Center Street.
- · Increase the amount of off-street parking available
- Discuss with area businesses ways to limit use of on-street parking for employee parking or for business vehicles.
- Lease or purchase additional off-street parking
  - o Develop a commuter lot for carpools
  - Consider the construction of a parking structure at the municipal parking lot site or some other downtown location.
- Form a downtown parking district to share the cost and benefits of parking improvements.
- Add \$5.00 fee to motor vehicle registrations to be used for local transportation facilities – use some of that money to finance additional parking.
- Add more surface lot parking such as in the lot off of Chestnut Street
  - Could be used for reserved employee parking
  - Could by used for commuters freeing space in the municipal lot
  - o What is walking time from the lot to downtown businesses?
  - What is capacity of new lot? And how will that impact street and Municipal lot parking
- Add a parking structure
  - o Second level on municipal lot
  - o How does it get paid for?
  - Could store fronts be placed street side and the roof be used as well?
  - Second level could have reserved employee parking (paid?)
- Add bus service between the train station and downtown to increase attractiveness of taking the train to Exeter
- Improve walkability of area between station and downtown to increase the attractiveness of taking the train to Exeter.
- Change duration of fringe street parking to allow longer stays
- Meter on Street parking or municipal lot
- Improve the information available about where to park and for how long
- . Build small parking lots similar to the Center Street lot

- Redesign downtown circulation to improve traffic flow and incorporate additional parking
- Valet Parking
- · Repaint the municipal lot could you get more spaces?
- Utilize town employee parking on weekends and nights
- Shared parking arrangement with PEA?

### **FURTHER STUDY**

- Focused study on the section of Water Street between Center Street and Bow Street to determine more precisely what the usage is, how often the spaces turn over, and what the violation rate is.
- Focused study on the off-street parking utilization to determine the length of stay for
  people using the off-street parking lots, and to determine who is using the lots (i.e.
  people visiting downtown or people working downtown or carpooling. For carpools using
  the lot determine if there is another convenient location for them to use.
- Study of Saturday use patterns to determine if they are different (and how different) than weekday use.
- Is there a need for short-term parking (15 minutes to 30 minutes)?
- How will pedestrians access to/from satellite lots?

### MAPS, TABLES AND FIGURES



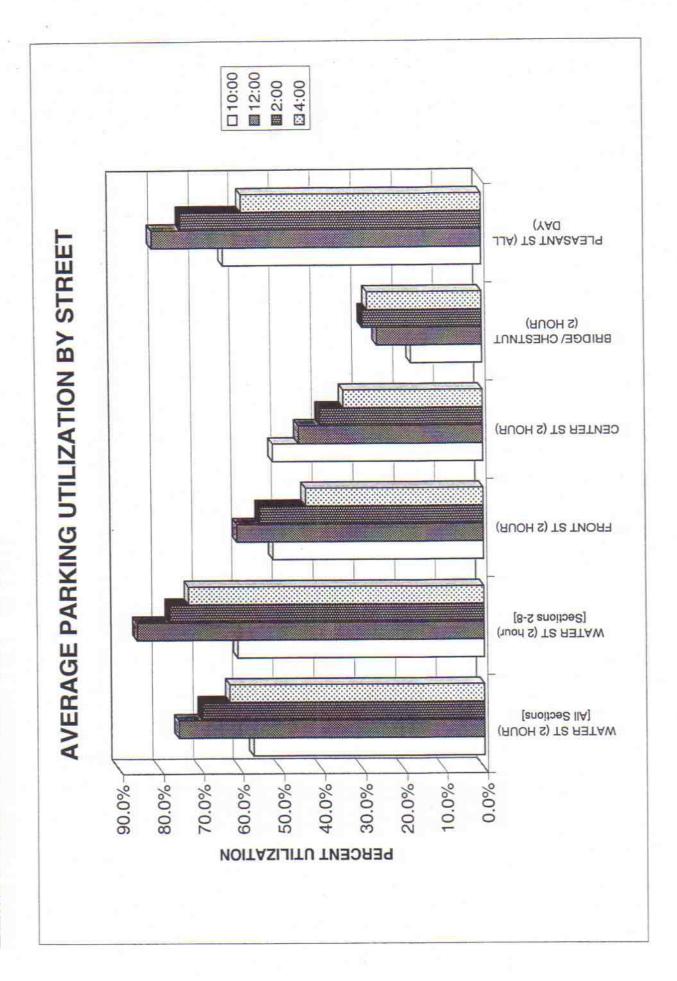
EXETER DOWNTOWN PARKING STUDY -- TABLE 1

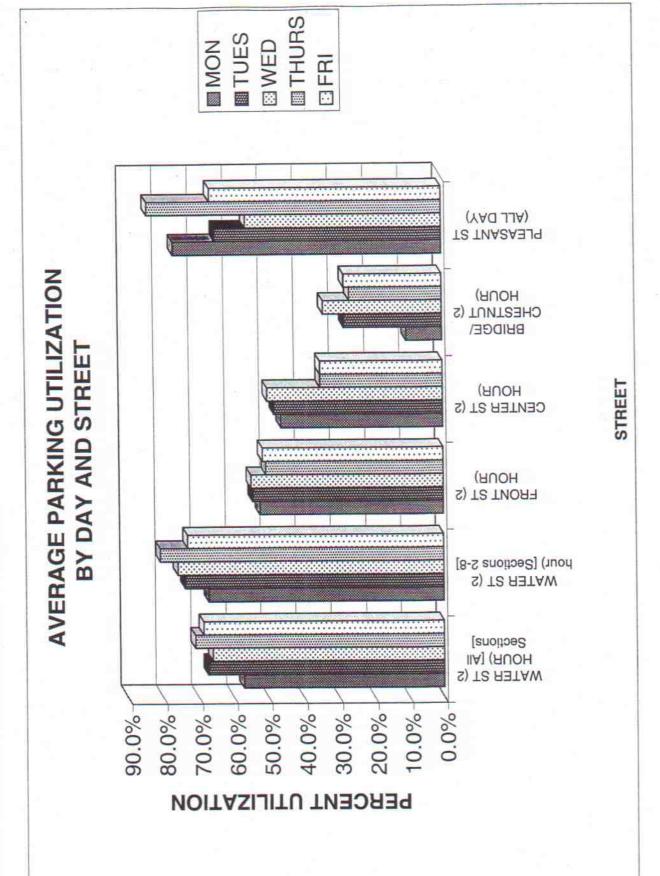
UTILIZATION RATES (OCTOBER & JULY DATA SETS)

SECT	TOTAL										0.757
NUM DESCRIPTION	SPACES	OVERALL	10:00	12:00	5:00	4:00	MON	TUES	WED	THURS	FR
1 Water St from Boat house to Center St		March Track	2000				701.01	10 10	/00 00	CA E0/	700 50
crosswalk [October Data Only]	19	67.4%	65.3%	71.6%	67.4%	65.3%	48.7%	13.7%	03.270	04.070	00.00
2 Water Street in front of Billingsgate Deli	F	74.6%	%6.07	83.6%	66.4%	17.3%	62.5%	/8.4%	0.0.0	00.470	00.00
3 Water Street from Stones to Book Store	÷	75.7%	56.4%	84.6%	74.6%	87.3%	73.9%	75.0%	15.0%	90.7%	13.9%
4 Water Street near Whirlygigs Toy Store	12	85.4%	75.0%	94.2%	88.3%	84.2%	88.5%	81.3%	92.7%	86.5%	/8.1%
5 Water Street across from Bandstand	6	80.6%	%6'89	85.6%	84.4%	83.3%	79.2%	73.6%	79.2%	88.9%	81.9%
6 Water Street in front of Sal & Anthonies &	Ļ	/02 62	GO 69/	%8 88	BO 0%	65.3%	60.3%	77.9%	75.0%	75.0%	80.1%
	/	13.170	00.00	00.00							
7 water Street Municipal Parking lot crosswalk to Loaf and Ladle Crosswalk	18	71.0%	59.4%	89.4%	76.1%	58.9%	%0.99	72.2%	%2.99	77.1%	72.9%
8 TVO	o,	E9 00/	9E 60/	R1 70/	63 3%	54 4%	41.7%	51.4%	61.8%	64.6%	49.3%
Water Street in Home of Lower Hall	0 4	00.00	E2 0%	76 70%	85.3%	48.0%	55.0%	62.5%	80.09	69.2%	55.8%
9 Front Street - Bandstand parking	0	00.00	02.079	87.73							
10 Front Street from Citizens Drive-thru to											
Court Street and on other side from Court				000	,000	/07	AE 50/	700/2	AA 50/	11 E0/	73 Bo/
Street to Water Street	16	47.0%	20.0%	26.3%	48.8%	33.1%	45.3%	27.0%	44.070	44.070	40.070
11 Front Street from Court Street to Center							0		100	700	,00 F
Street	18	51.3%	52.8%	51.1%	51.7%	49.4%	56.3%	45.1%	59.7%	40.3%	04.8%
12 Center Street from Front St to Citizens					To The Mark Street		1			/00 00	/00 00
Bank	12	41.5%	51.7%	45.0%	33.3%	35.8%	45.8%	46.9%	52.1%	32.3%	30.2%
13 Center St between Citizens Bank and First								000	707	/00	70 00
Savings of NH [July Data Only]	7	45.0%	51.4%	45.7%	51.4%	31.4%	46.4%	20.0%	40.4%	33.370	44.370
14 Water St from Swazey Pkwy to Center St							0	100	700	100 00	/00 mm
(Center St Side) [October Data Only]	15	40.0%	33.3%	44.0%	52.0%	30.7%	26.7%	40.0%	35.0%	43.370	0.0.0
15 Water St from Swazey Pkwy to Spring St						20 E. S. C.	2000			1	
[October Data Only]	17	44.1%	52.9%	52.9%	40.0%	30.6%	41.0%	54.4%	35.3%	54.4%	33.8%
16 String Bridge and Chestnut Street October								1	100	- 20	04 00,
Data Only]	17	25.3%	17.7%	25.9%	29.4%	28.2%	17.3%	27.9%	33.8%	26.5%	27.9%
17 Pleasant Street (No Time limit on Parking)				The Carlotte of the Carlotte o				200	1		000
[October Data Only]	17	69.4%	63.5%	81.2%	74.1%	58.8%	63.0%	64.7%	25.9%	83.8%	66.2%
TOTAL ALL PARKING SECTIONS	249	%8.69	23.9%	%0.89	62.5%	54.6%	54.1%	61.3%	%2.09	62.2%	60.4%

# AVERAGE PARKING USE BY STREET

				AVENAGE A	AVERAGE TANNING OOL DI OHIEET	1000				
STREET	TOTAL	MOM	TUES	WED	THURS	FRI	10:00	12:00	2:00	4:00
WATER ST (2 HOUR) [All Sections]	66.1%	57.2%	67.4%	66.2%	71.0%	%2.89	26.7%	75.5%	%9.69	62.7%
WATER ST (2 hour) [Sections 2-8]	74.1%	67.2%	73.8%	75.8%	80.8%	73.1%	%5'09	85.5%	%9'.22	72.9%
FRONT ST (2 HOUR) 52.7%	52.7%	52.3%	54.3%	54.8%	20.5%	51.5%	51.6%	%9.09	54.9%	43.7%
CENTER ST (2 HOUR) 42.8%	42.8%	46.1%	48.0%	20.0%	34.9%	34.9%	51.6%	45.3%	40.0%	34.2%
BRIDGE/ CHESTNUT (2 HOUR) 25.3%	25.3%	10.3%	27.9%	33.8%	26.5%	27.9%	17.6%	25.9%	29.4%	28.2%
PLEASANT ST (ALL DAY) 69.4%	69.4%	%5.97	64.7%	25.9%	83.8%	66.2%	63.5%	81.2%	74.1%	58.8%





### JULY POSSIBLE PARKING VIOLATIONS

 "ALL MULTIPLE STAYS" means all those vehicles that appeared in the same or a nearby parking space in contiguous time periods. These were not necessarily violations due to the irregular time intervals of the data
 "CLEAR VIOLATORS" means vehicles that very clearly seemed to be trying to get around the 2 hour time limit by switching spaces.

## OCTOBER POSSIBLE PARKING VIOLATIONS

	ALL MULT	ALL MULTIPLE STAYS <sup>1</sup>	CLEAR VI	CLEAR VIOLATORS <sup>2</sup>
SECTION	VIOLATORS	VIOLATORS % VIOLATORS	VIOLATORS	N %
-	16	5.2%	7	2.3%
CV	20	10.0%	10	2.0%
(7)	15	7.1%	10	4.8%
4	13	5.4%	9	2.5%
LO.	14	8.1%	9	3.5%
9	22	7.2%	10	3.3%
7	13	4.2%	ß	1.6%
- 00	12	5.2%	4	1.7%
0	21	8.7%	1	4.5%
10	0	1.7%	-	%9.0
-	C)	2.0%	-	0.4%
12	11	5.1%	4	1.9%
13	0	%0.0	0	%0.0
14	7	4.3%	-	%9.0
15	2	1.0%	0	%0.0
16	14	11.9%	2	4.3%
17*	99	21.1%	34	10.9%
TOTAL	254	6.7%	115	3.0%
W/O SEC 17	188	5.4%	81	2.3%

1: "ALL MULTIPLE STAYS" means all those vehicles that appeared in the same or a nearby parking space in contiguous time periods. These were not necessarily violations due to the irregular time intervals of the data collection 2: "CLEAR VIOLATORS" means vehicles that very clearly seemed to be trying to get around the 2 hour time limit by switching spaces. "Section 17 is all day parking. The numbers in the left columns represents the number of vehicles during day that stayed for multiple periods. The right columns represents those that stayed for three or more periods.

# PARKING LOT UTILIZATION PATTERNS

	TOTAL	MOM	TUES	WED	THURS	FRI
BOAT LAUNCH		86.4%	93.6%	89.3%	%0.06	80.0%
CENTER STREET		88.3%	87.5%	81.7%	87.5%	77.5%
MUNICIPAL LOT		83.6%	92.1%	82.5%	88.4%	83.0%
TOTAL	86.0%	84.6%	91.8%	83.4%	88.6%	81.8%

	8:00	10:00	12:00	2:00	4:00
BOAT LAUNCH	66.4%	%9.86	96.4%	100.0%	77.9%
	72.5%	104.2%	102.5%	83.3%	%0.09
MUNICIPAL LOT	51.4%	96.4%	104.1%	96.4%	81.2%
TOTAL	56.4%	%8'.26	102.8%	95.3%	78.0%

LOT SPAC	30AT LAUNCH 28	VTER STREET 24	UNICIPAL LOT 135
SES			.0
HC	2	0	က
MOTO	0	0	8

